

## **Abstract of the Disclosure**

A method and system of dynamically allocating products to retailers for sale to consumers. Product groups, account groups and allocation methods are defined by the sales administrator. The system summarizes analysis statistics, determines ad quantity, retrieves inventory data, calculates allocation and carry-over allocation. For a given interval throughout each day, the allocation system refreshes product availability measures and redistributes allocations based on product availability and allocation method. The sales administrator can make manual adjustments to system generated allocations. The sales administrator then loads the allocations into the order processing system.